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POPULATION AND ECONOMY





## POPULATION AND ECONOMY

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NORTH CAROLINA  
DEPARTMENT OF CONSERVATION AND DEVELOPMENT

Robert L. Stallings, Jr., Director  
Roy Wilder, Jr., Assistant Director

Division of Community Planning

Robert D. Barbour, Administrator  
John Voorhees, Assistant Administrator

PROJECT PLANNING STAFF

Richard L. Sutton, Research Planner

Anne Jones, Typist

Evelyn M. Brantley, Draftsman II

This report was prepared for the Town of Cary, City Council and Planning Board

TOWN OF CARY PLANNING BOARD

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Ralph Sorrell  
J. E. Pace

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Prepared by:  
Division of Community Planning  
Department of Conservation and Development  
State of North Carolina

*Price 3100*



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#### A Summary of Findings

1. Cary in character as well as physical location is a suburban community economically and socially subject to the dominance of Raleigh.
2. The Town of Cary and Cary Township have in recent years manifested high rates of population growth probably as a result of the population "spill over" from Raleigh.
3. The people of Cary are, for the most part, young families with young children. They are "just getting started in life." Cary's people are well trained educationally and hold secure positions of employment.
4. There are very few nonwhites, very poor or very wealthy people; most of Cary's people are middle class and very similar in most respects.
5. Cary has a moderate amount of retailing, wholesaling, and manufacturing all of which have shown slight but persistantly increasing rates of growth.



# I introduction





This study of Cary's population and economy has two broad purposes: 1) to provide a general inventory and appraisal of the present population and its character, and 2) to provide qualitative and quantitative data to serve as guides for the development of policies regarding future land use development. Such a study logically occurs early in the planning effort.

While past trends are reported in the following, an attempt is also made to provide estimates of future total population and the potential state of the economy for the Township and the Town of Cary. One must bear in mind, however, that an analysis of past trends is relatively simple, whereas an estimate of future conditions are most complex.

In general, the smaller the area and the longer the time period over which an estimate is made, the more difficult such an estimate becomes. Thus it should be stated that the estimates of the future population for the Township and the Town of Cary, and the estimates of the economic potential of these areas are merely educated guesses made after a study of past trends. However, this kind of a "guessestimate" may be used as a guide line, having significance, within the continuing planning process.

## PURPOSE OF THIS REPORT

## QUALIFICATIONS OF THIS REPORT



At the same time, it should be noted that the projection of a population trend line into the future and the derivation of an estimate of a future population total or of the economic growth potential of an area is based on the assumption of the continued operation of past trends into the future. When deviations occur from such trends established on the basis of the interplay of factors which have importantly influenced population and economic dynamics in the past, these deviations are to be interpreted as indications either that some new and perhaps important factors have come to play a significant part in the population growth of the area, or that the old factors are operating in a different manner than had been the case previously, bringing about unanticipated population changes.

THIS STUDY IS A GUIDE



**II population**



Table 1, Increase in Population by Decade for Cary Town and Other Selected Areas, indicates the population increase for each decade from 1900 to 1960 for the State of North Carolina, Wake County, Cary Township and the Town of Cary. Inspection of this table reveals that over the sixty year period from 1900 to 1960, the rate of increase for the Town of Cary has exhibited considerable fluctuation. Cary has not, however, increased or decreased at a rate significantly similar to that of the State, County, Cary Township or the City of Raleigh. 1/

The average rate of increase in population per decade for Cary Town has been 51.4%. This rate of increase was exceeded twice; once in the period 1910 to 1920 (68.1%), and again in the period 1950 to 1960 (132.9%). Annexations occurred both in the 1940's and the 1950's. The population of Cary Town in 1950 increased by three hundred and five persons over the previous decade while in 1960 the U. S. Census Reports indicated that the population of the Town increased by almost two thousand individuals.

1/ The appendix contains the statistical formula used in testing the similarity of rates of increase (See Table 24).

## PAST TRENDS IN POPULATION





Table 1 INCREASE IN POPULATION BY DECADE FOR CARY AND OTHER SELECTED AREAS 1/

	1900	1910	% Inc. 1900-10	1920	% Inc. 1910-20	1930	% Inc. 1920-30	1940	% Inc. 1930-40	1950	% Inc. 1940-50	1960	% Inc. 1950-60
Wake County	54,626	63,229	15.9	75,155	18.8	94,757	26.1	109,544	15.6	136,450	24.6	169,082	23.9
City of Raleigh	13,643	19,218	40.9	24,418	27.0	37,379	81.8	46,897	25.5	65,679	40.0	93,931	43.0
Cary Township <u>2/</u>	1,470	1,498	1.9	1,575	5.1	1,932	22.7	2,988	54.7	2,349	-21.4	5,026	114.0
Little River Twp.	2,627	3,498	29.7	5,701	62.9	6,277	10.1	5,912	-5.8	6,331	7.1	6,053	-2.8
Cary Town	333	383	15.0	645	68.4	909	40.9	1,141	25.5	1,446	26.7	3,356	132.9
Zebulon Town	- - -	483	--	953	97.3	860	9.8	1,070	24.4	1,378	24.4	1,534	11.3

Source: Population of Counties and Minor Civil Divisions 1910-1960,  
by DCP and U. S. Bureau of the Census. U. S. Census Population: 1960.  
General Social and Economic Characteristics, North Carolina.

1/ Annexations have occurred as follows:

Raleigh - 1907, 1920, 1942 and 1959.

Wake County - Oak Grove Township was annexed to Durham County; Wake County lost 997 individuals.

Cary Town - Annexed part of Cary Township in 1945 and again after the 1950 census.

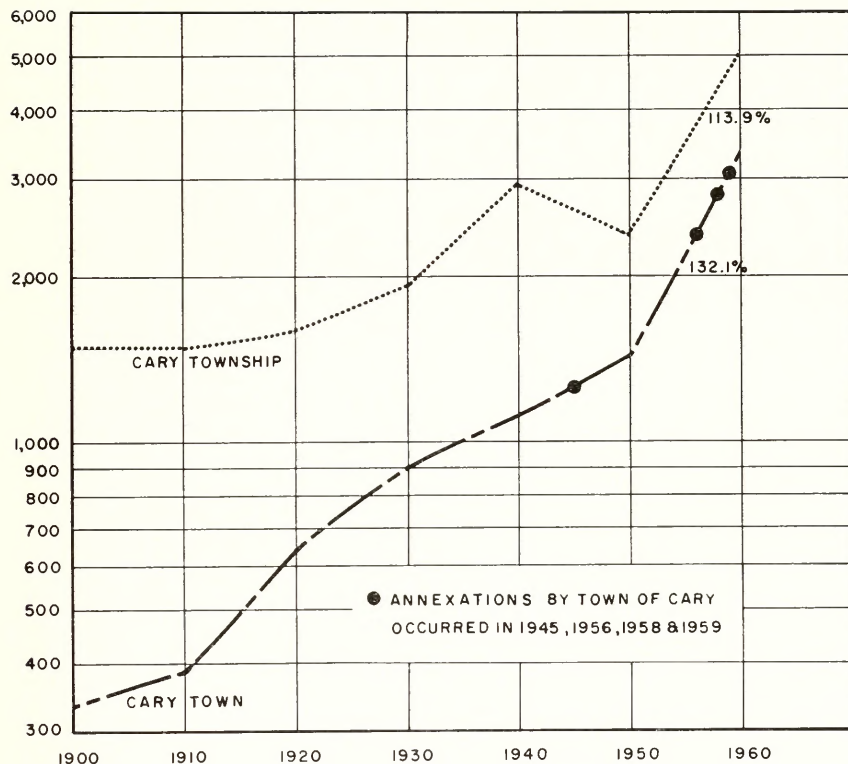
2/ Township population totals include the populations of those towns which are their boundaries.



It should also be noted that in this latter decade (1950-1960) the population of Cary Township both increased 114.0% and lost territory through annexation by the Town of Cary. Cary Town increased both in territory and population, the latter at the rate of 132.9%. It seems that while Cary Town was increasing in population, growth was also taking place in the Township. Inspection of Chart 1, Population Increase: Cary Town and Cary Township, indicates that in the period 1930-1940 the Cary Township population increased at an increasing rate while the Town of Cary increased at a decreasing rate. Cary Town annexed part of Cary Township during the next decade but this annexation did not materially increase the rate of growth of the Town; the 1930-40 growth rate was 25.5% and the 1940-50 growth rate was 26.7%. A population increase in excess of that which occurred might have been expected within Cary Town during the period 1940-50 because of its addition of territory and, presumably, population. It is to be noticed, however, that even if the entire population gain of Cary Town in the decade 1940 to 1950 was to be treated as population lost by the Township and added to the Township population total, a slightly declining rate of growth for Cary Township would still remain. Thus, although the Cary Township population increased faster than the population of Cary Town up to 1940, the rate of growth of the Township has declined slightly in later years.



# CHART 1



POPULATION INCREASE:  
CARY TOWN AND  
CARY TOWNSHIP:  
1900 - 1960

SOURCE: Compiled by D. C. P.



Both the Town and the Township increased in population in the decade 1950-1960 with the Town increasing somewhat faster than the Township. The growth rate for the Town of Cary was 132.9% and the total 1960 population, as indicated by the U. S. Census, was 3,356 persons while the Township, which showed a population increase of 119.0% had a total 1960 population of 5,026 persons.<sup>1/</sup>

In addition to knowing how many people are in a given place it is also of value to know what kinds of people are there. The present and the future possible social and economic structure and function of a community must be appraised prior to planning, so that whatever planning is undertaken properly bridges the gap between what is in the present and what is desired for the future. Therefore, the following analysis treats the population categorically in terms of age, sex, race, and education.

## CHARACTERISTICS OF THE POPULATION

In Chart 2, Age and Sex: Cary Town 1940, 1950, and 1960, Cary's population has been classified in age and sex categories for the years 1940, 1950, and 1960. Cary in 1960 had more children under four years of age and more adults between twenty-five and thirty-four years of age than it had in 1940. There are fewer young adults, aged 15 to 24 years in Cary in 1960 than in the Cary of 1940. The age group 54 years and above shows relatively little change over the past thirty years.

age

<sup>1/</sup> This figure includes the Town within the Township.





# CHART 2

## AGE AND SEX : CARY TOWN

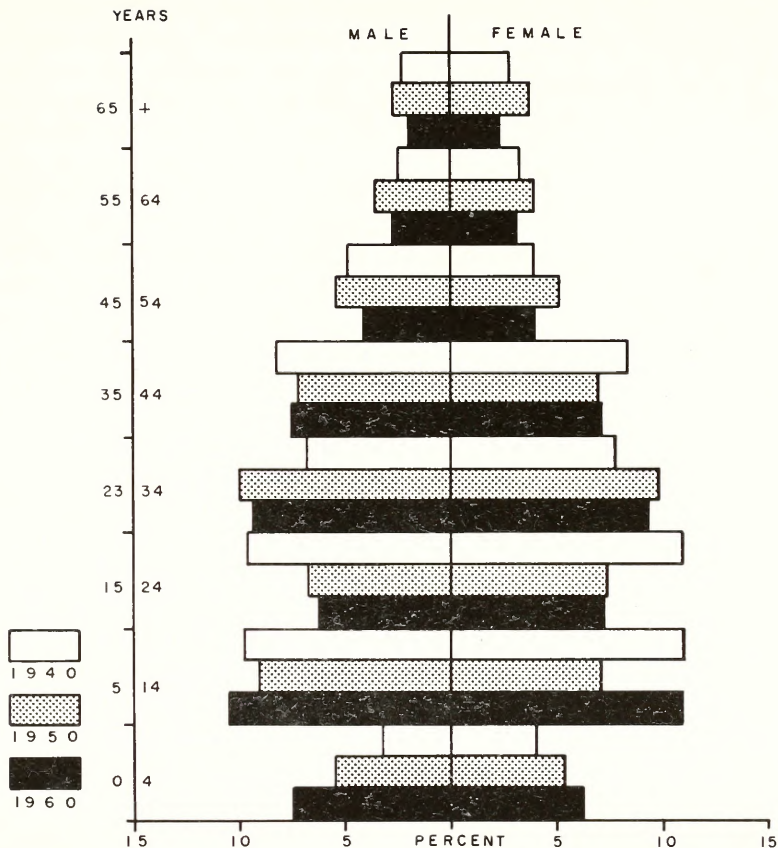


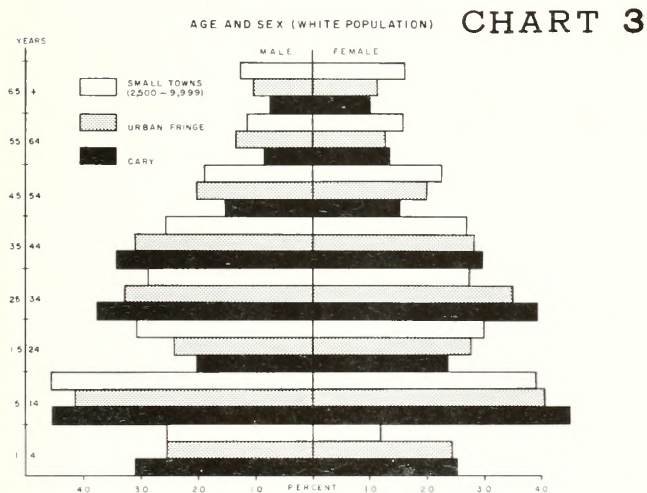


Chart 3, Age and Sex: Cary, the North Carolina Urban Fringe and North Carolina Small Towns, compares the relative numbers of people by age and sex as they are distributed by types of place. Cary is compared with small towns (all places having a population between 2,500 and 9,999) in North Carolina and with areas constituting the "urban fringe" of the larger cities in North Carolina. The age and sex characteristics of the population in Cary are more like that of the North Carolina urban fringe areas than that of the typical North Carolina small town. Cary shows some significant differences from the urban fringe areas, however. The population totals for the age group 0-4 years and 25-34 years are similar to, but in fact exceeded by, Cary's population totals in these categories. The differences, between the small towns and Cary for these age groups is even more noticeable. (One may infer from this information that the age distribution of Cary's population is more like a fringe area suburb than a typical North Carolina small town.) Specifically there are a larger number of children and young adults in Cary than might otherwise be expected.

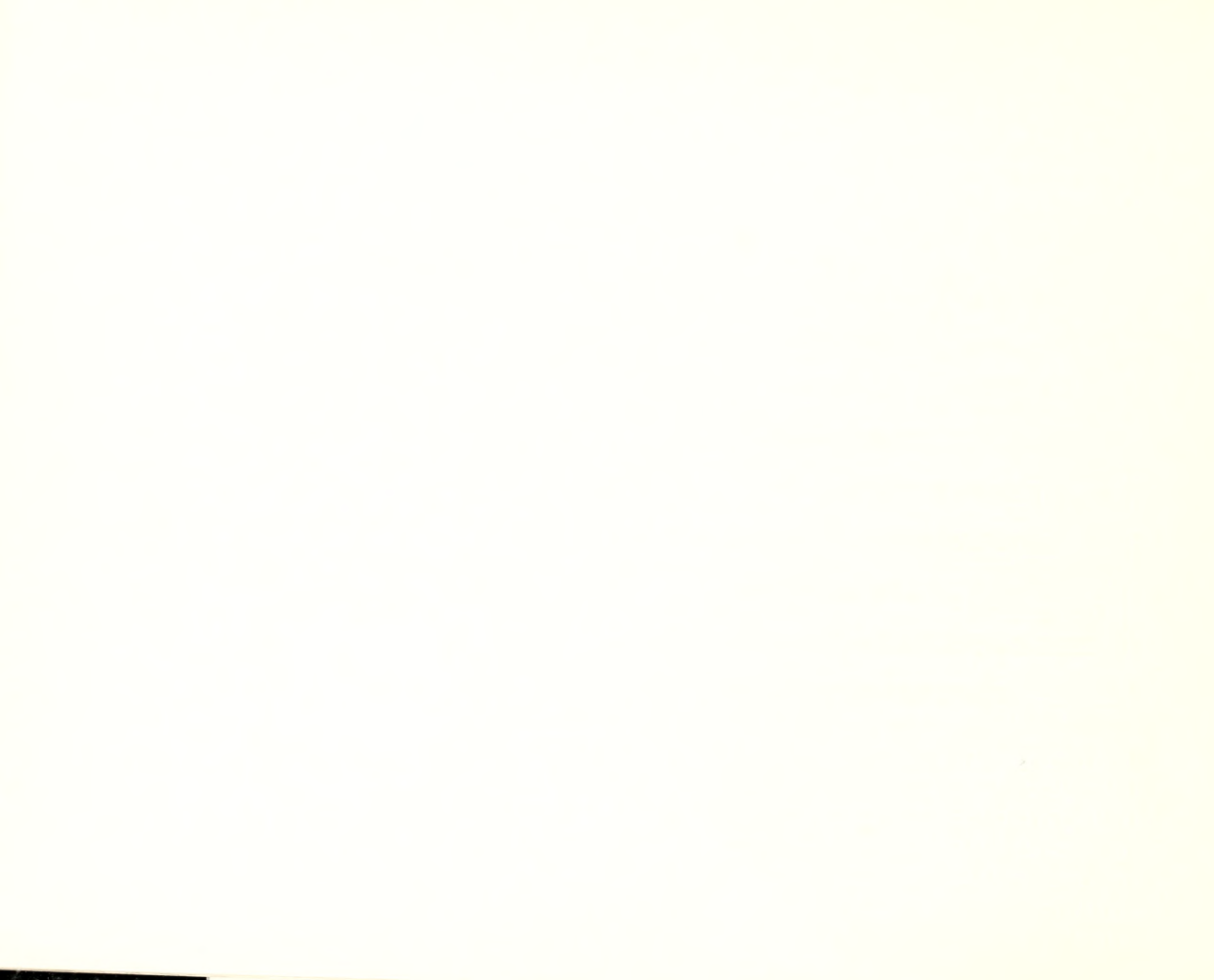
This notion tends to be substantiated in another respect. A significant deviation appears from the population totals projected on the basis of 1940 and 1950 census data by age and sex categories to 1960 and the observed totals as recorded in the 1960 census reports ( See Chart 4).



Obviously this is a case in which the sum total of factors which operated in the past (1940 and 1950) did not continue to operate in the same ways to produce the expected population changes (in 1960).<sup>1/</sup>

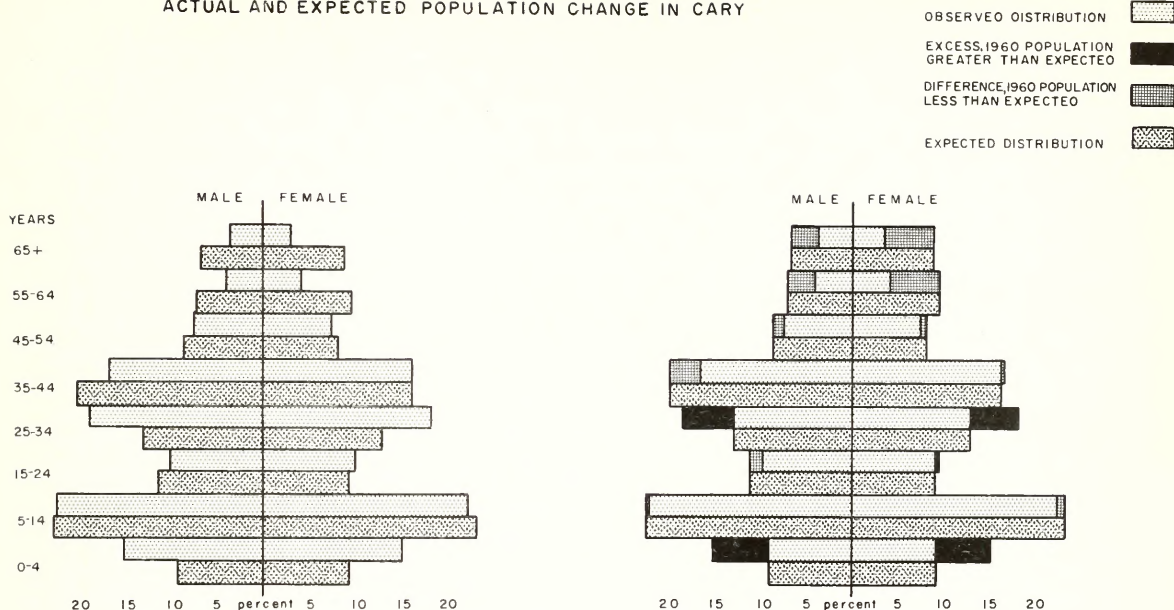


<sup>1/</sup> The above mentioned disparities 1) indicate significant facts about the character of Cary's population, i.e., that it is composed of families having young children; 2) call into question the validity of this kind of projection without some qualification; and 3) emphasize the importance of deviations from expectations based on the projection of past trends.



# CHART 4

## ACTUAL AND EXPECTED POPULATION CHANGE IN CARY



The significant excesses of the observed 1960 population over the projected totals fall into the categories of 0-4 years and 25-34 years. From ages 45 to 54 and older the observed population was less than the population that would have been expected on the basis of a projection of past trends. Thus, there are more adults of child-bearing age, more young children and fewer older people in Cary than would be expected on the basis of a continuation of these trends, established between 1940 and 1950.





Some additional information is added to the foregoing by Table 2, Families and Children in Cary, the North Carolina Urban Fringe and North Carolina Urban Places. Analysis of the population composition of Cary has suggested larger numbers of children in the 0-4 year age group and in the numbers of adults ages 25-34, than would have been expected on the basis of past trends. The information presented in Table 2, in part bolstering this, also suggests that the population increase which has been noted may more correctly be viewed not only in terms of an increase in the number of individuals but rather, in terms of increases in the number of family units. Moreover, most of these increases are in families which have more recently had children. A similarity of the Town of Cary with the urban fringe is to be noted in Table 2. Families compose similar proportions of each of the total populations of both Cary and the fringe areas of North Carolina urban areas.

In 1940 there were only 88 males per 100 females in Cary. In 1950 there were 99 males per 100 females and 98 males per 100 females in 1960. Both the national and the State ratio of males to females is 97 males per 100 females. This greater equality of the sex ratio in Cary is to be expected if it is valid to contend, as we have, that Cary's population is composed of family units.

sex

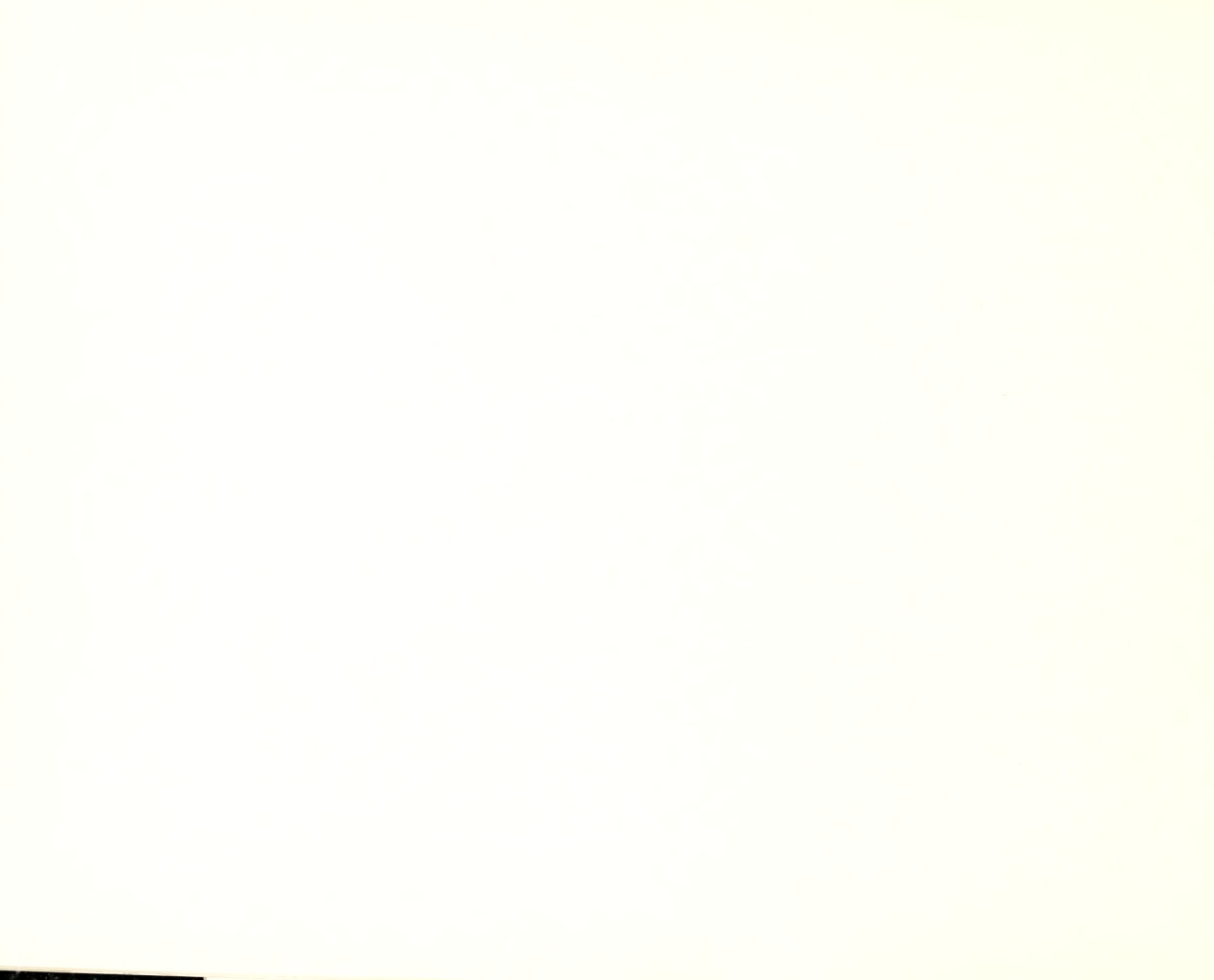
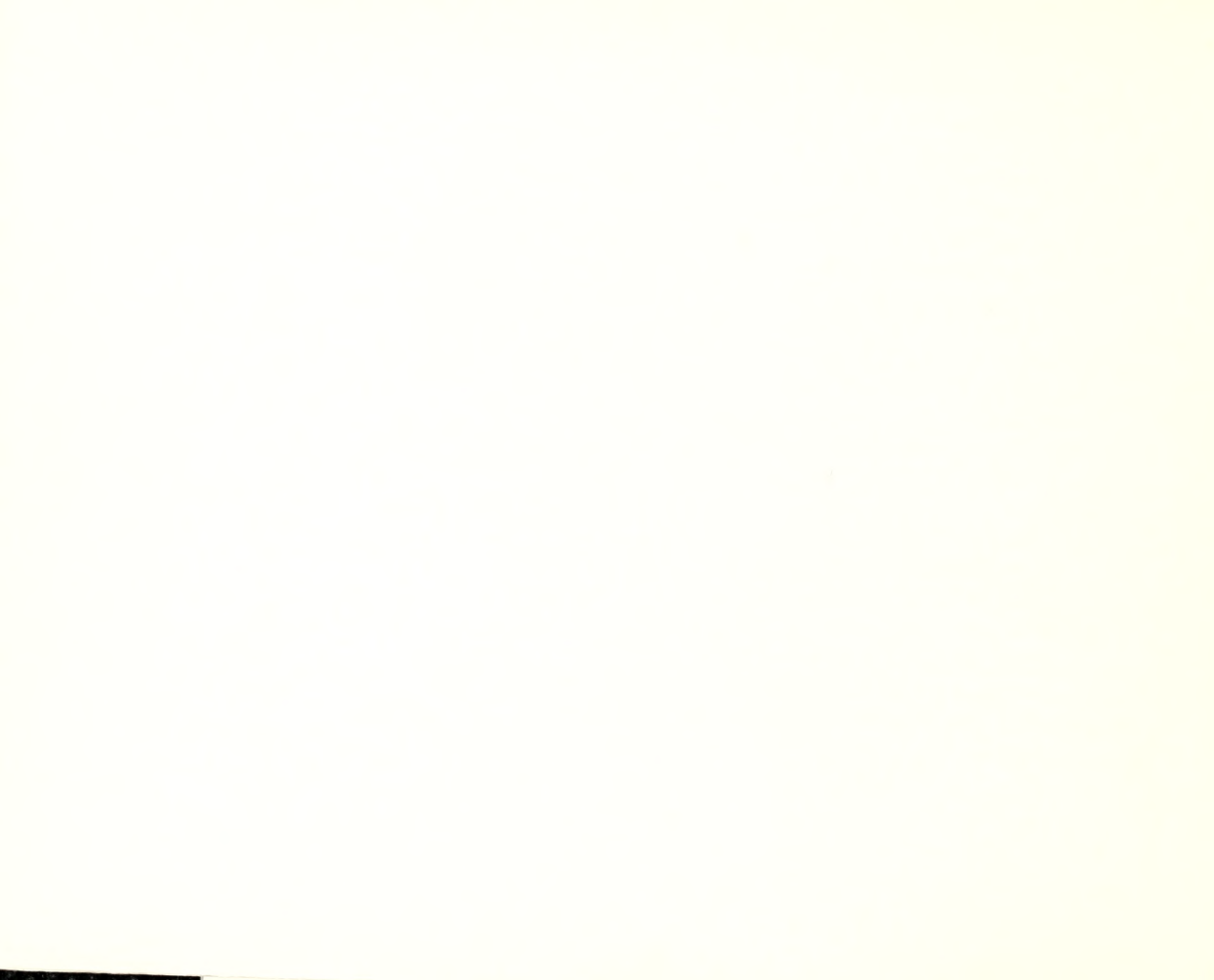


TABLE 2 FAMILIES AND CHILDREN IN CARY  
THE NORTH CAROLINA URBAN FRINGE AND NORTH CAROLINA URBAN PLACES

	Cary Twp. <u>1/</u>	Urban Fringe	Urban Places (2,500-9,999)
Total Population	5,107	48,008	409,082
Number of Families	1,293	11,681	90,942
Percent Families of Total Population	25.3	29.5	22.2
Number of Families with own children under 6 years	1,280	4,487	43,870
Percent Families with own children under 6 years	25.1	9.3	10.7

Source: U. S. Bureau of the Census. U. S. Censuses of Population  
and Housing: 1960. Raleigh Census Tracts.

1/ Raleigh Census Tract 035 which approximates Cary Township is  
used here.



The 1960 census shows that there were 194 nonwhites in Cary, approximately 5.8% of the total Cary population. This is a significantly smaller nonwhite proportion of the population than is to be found in the urban fringe of the larger North Carolina cities (14.8%) or in North Carolina small towns (30.5%). Although nonwhite out-migration would be expected in Cary, little information can be found either to support or refute the notion of such a decrease in the absolute number of the nonwhite population. The nonwhite population has increased slightly to 194 individuals in 1960, an increase of 21.3% (See Table 3). One may suggest, however, that this observed increase of 34 individuals over the 1950 nonwhite total population seems to be less of an increase than might have been expected on the basis of past nonwhite population increases and the Wake County nonwhite birth rate. This constitutes rather slim evidence supporting the notion that there has been some nonwhite out-migration at least from the County. Another possibility suggests itself, however, perhaps nonwhites are not moving into the Cary area but those already residing in Cary are reproducing at a rate which is much less than the nonwhite Wake County birth rate. This would account for a deficiency of nonwhites.

In Cary there are proportionally more nonwhite heads of households than there are white heads of households (See Table 4). Thus, while Cary has relatively few nonwhites, a relatively high proportion of them constitute family units.



TABLE 3 NONWHITE POPULATION CHANGE, CARY TOWN, 1960

Year	Nonwhite		Total	Absolute Change	% Change	Total Population	Nonwhite Population as % of White Population
	Male	Female					
1940	107	102	209			1,141	18.3
1950	79	81	160	-49	-23.4	1,446	11.1
1960	84	110	194	34	21.3	3,356	5.8%

Source: Compiled from U. S. Bureau of Census Reports 1960, 1950 and 1940.

TABLE 4 WHITE AND NONWHITE HEADS OF HOUSEHOLDS IN CARY TOWN, 1960

	White	Nonwhite	Total
Population	3,292	194	3,486
Number of Heads of Households	944	58	1,002
% Heads of Households of the Total Population	28.7	29.9	28.7

Source: U. S. Bureau of Census. U. S. Census of Population; 1960.  
General Social and Economic Characteristics, North Carolina.





When Cary's nonwhite population is compared age group by age group with the nonwhite populations of the North Carolina Urban Fringe Areas and the North Carolina Small Towns (2,500 - 9,999), the following facts emerge as significant: There are relatively few nonwhites in Cary as compared with either of these areas, a large proportion of the nonwhites are to be found in the age group 35-44. There are relatively few nonwhite children aged 5-14 and only a moderate number of nonwhite children under five years of age in Cary, (See Table 5).

In completing our picture of the population of the Town of Cary, we must inquire into the educational level of Cary's people. The 1960 census reports indicate that the "average"<sup>1/</sup> school year completed by individuals living in Cary twenty-five years of age and older was 12.5 years. This indicates that slightly more than one-half of all of the Cary adult residents have completed high school. Such a level of educational attainment is not achieved by either the City of Raleigh or by Wake County. Indeed only 16.7% of the Raleigh population falls into this category.<sup>2/</sup>

<sup>1/</sup> The "average" used here is the median; the point above which, and below which, half of the people are to be found.

<sup>2/</sup> 17.1% of the Raleigh population have completed 4 years or more of college while 16.8% of the Cary population falls into this category. This greater percentage of very highly educated people in Raleigh is probably due to the presence of larger numbers of professional people in Raleigh and to the academic personnel of North Carolina State College located in Raleigh.

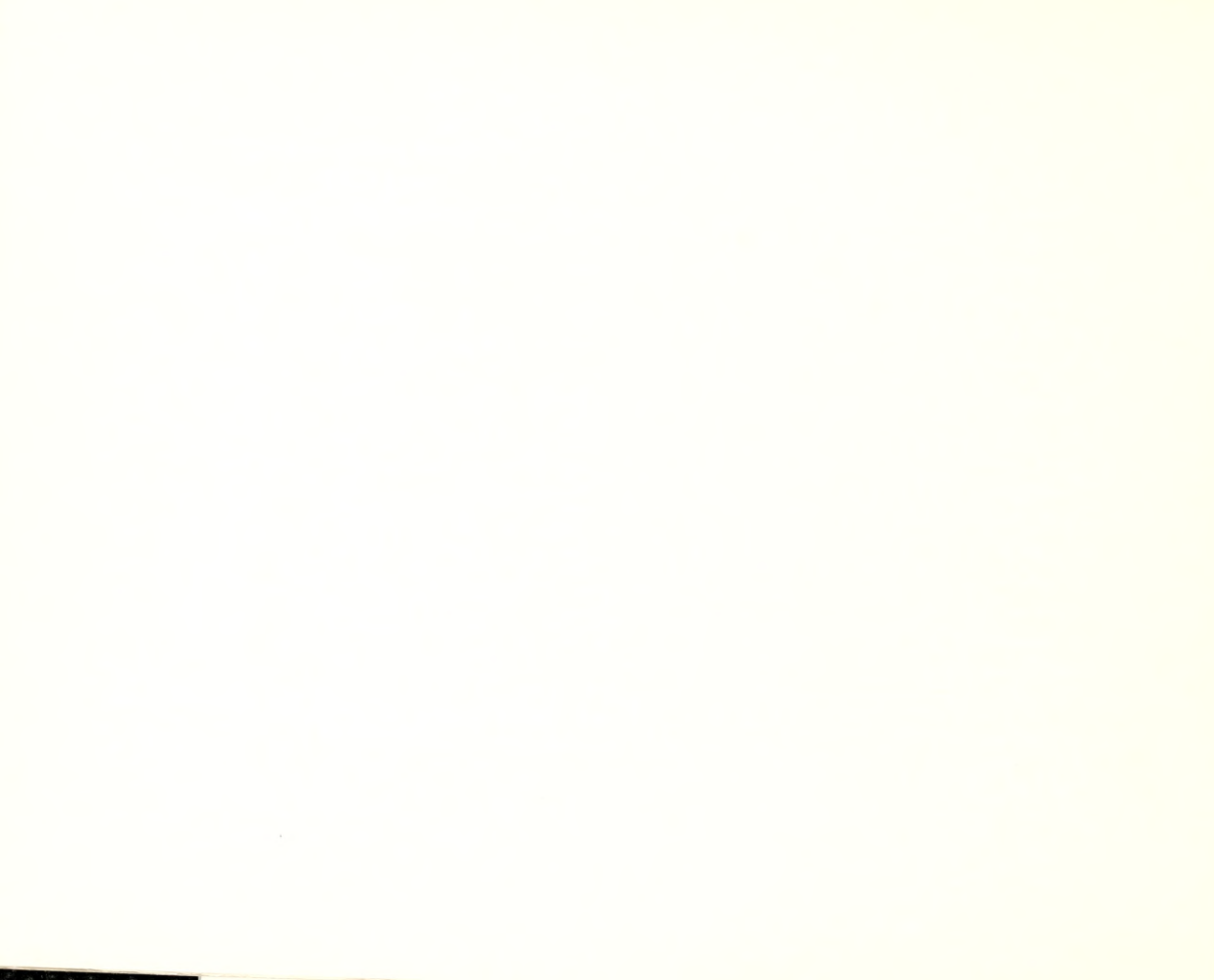
## EDUCATION



TABLE 5 THE NONWHITE POPULATION: CARY  
THE URBAN FRINGE AND OTHER SMALL TOWNS

Nonwhite	Cary Town		Urban Fringe		Small Towns	
	Total	% of Total	Total	% of Total	Total	% of Total
- 5 yrs.	22	11.3	552	11.8	5,969	7.5
5-14	37	19.1	1,071	22.9	21,271	26.9
15-24	24	12.4	696	14.9	11,772	14.9
25-34	27	13.9	498	10.7	9,706	12.3
35-44	29	14.9	677	14.5	10,069	12.7
45-54	25	12.9	531	14.0	8,739	11.0
55-64	11	5.7	348	7.5	5,808	7.3
65+	19	9.8	286	3.7	5,775	7.3
Total	194	- - -	4,659	- - -	79,109	- - -

Source: Compiled from U. S. Bureau of Census: U. S. Census of Population: 1960,  
General Population Characteristics, North Carolina



It has been implied that Cary Township is a suburban community of the City of Raleigh. Evidence was adduced to support the notion that Cary's recent rapid growth rates could not be directly related to the growth rates of the State of North Carolina, Wake County, or the City of Raleigh (See page 2 in the text of this report and Table 1 in the appendix). Thus, Cary's recent rapid population increase was a function of factors not affecting the other areas examined or affecting them differentially. Data were presented to show that the age, sex, racial, and educational characteristics of the population resembled those of a typical suburban community (the urban fringe) more than the typical small town.

Analysis of Wake County Township growth rates indicates that while the City of Raleigh has itself reached a stable point of constant moderate increase, the Townships immediately adjacent to the City boundaries are increasing rapidly. Cary's population, for example, has increased some 114.0% in the last ten years and ranks second among the Townships of Wake County (See Table 6 and Chart 5) in percentage population increase.

That Raleigh has not continued to increase at a high rate of growth but has reached a stable rate of increase of approximately 40% per decade while Cary Township and the other townships surrounding Raleigh have continued to increase at a rapid rate, strengthens the notion that Cary (as well as each of the other fast growing townships) is a suburban community.

## CARY — A SUBURBAN COMMUNITY

### POPULATION GROWTH AND THE "SPILL OVER EFFECT"



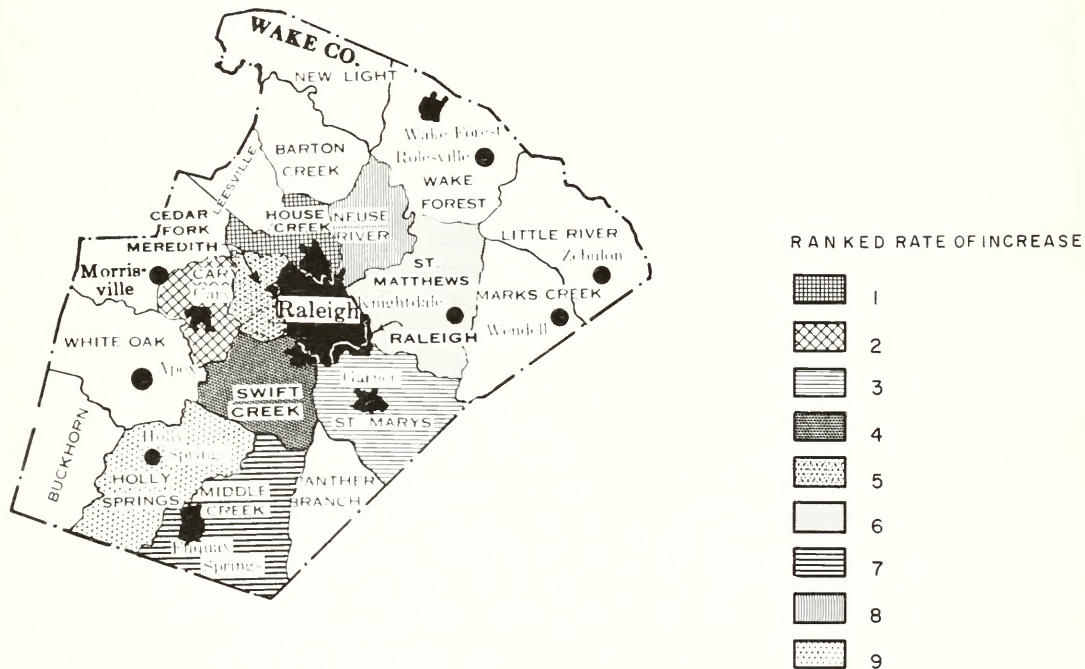
Table 6 GROWTH RATES 1930, 1940, 1950: WAKE COUNTY  
AND IT'S TOWNS AND TOWNSHIPS

	1930 to	1940 to	1950 to	Twp. Rank Increase (40-50)	30 yrs. Average % Increase
	1940	1950	1960		
Wake County	15.6	24.6	23.9	- - -	21.4
Barton Creek Twp.	-11.2	24.8	- 6.7	16	3.3
Buckhorn Twp.	- 1.9	11.5	- 26.2	20	5.5
Cary Twp.	54.7	- 21.4	114.0	2	49.1
Cary Twn.	25.5	26.7	132.9	- - -	61.4
Cedar Fork Twp.	26.9	6.1	1.5	13	11.5
Morrisville Twn.	- - -	- - -	0.5	- - -	.2
Holly Springs Twp.	3.6	- 4.9	19.1	8	5.9
Holly Springs Twn.	8.8	3.0	37.4	- - -	16.2
House Creek Twp.	- 5.6	0.7	272.1	1	7.4
Leesville Twp.	14.2	8.4	8.9	11	10.5
Little River Twp.	- 5.8	7.1	- 2.8	14	- .5
Zebulon Twn.	24.4	24.4	11.3	- - -	20.0
Marks Creek Twp.	10.0	- 1.2	- 10.7	17	- .6
Knightdale Twn. (pt)	-47.3	59.4	- - -	- - -	- - -
Wendell Twn.	15.5	10.7	29.3	- - -	18.5
Mederith Twp.	- - -	- - -	78.1	5	- - -
Raleigh City (pt)	- - -	- - -	58.9	- - -	- - -
Middle Creek Twp.	11.7	25.5	21.9	7	19.7
Fuquay Springs (pt)	37.4	50.6	69.3	- - -	52.4
Neuse River Twp.	12.0	21.9	18.1	9	17.6
New Light Twp.	13.1	24.1	- 17.6	18	6.5
Panther Branch Twp.	1.4	- 4.9	- 23.5	19	- 9.0
Raleigh Twp.	27.9	32.9	17.4	10	26.1
Raleigh City (pt)	25.5	38.8	31.8	- - -	32.0
St. Mary's Twp.	15.8	23.1	98.8	3	45.9
Garner Twn.	61.3	53.6	192.5	- - -	102.5
St. Matthews Twp.	-14.1	20.4	78.0	6	28.1
Knightdale Twn.	- - -	14.7	142.0	- - -	- - -
Swift Creek Twp.	15.6	- 19.7	89.9	4	28.6
Wake Forest Twp.	6.4	43.7	- 3.9	15	15.4
Royall Cotton Mills Twn.	-11.3	- - -	- - -	- - -	- - -
Holesville Twn.	- - -	- - -	24.3	- - -	- - -
Wake Forest Twn.	1.7	137.1	- 28.1	- - -	36.9
White Oak Twp.	5.8	5.7	5.5	12	5.7
Apex	13.2	9.0	28.4	- - -	16.9





WAKE COUNTY, TOWNSHIPS AND TOWNS  
(SHOWING RANKED RATE OF INCREASE)





A geographical area has a population limit which, when reached, may result in the rapid growth of immediately adjacent areas.<sup>1/</sup> This is the so-called "population spill over" effect of urban population increase, and it is suggested that it is this spill over which has, and will continue to dominate Cary's population growth.

Additional data bearing on this point are available in the form of information regarding place of work, residential mobility, and residential construction in Cary. Table 7, Place of Work of All Workers in the Raleigh-Wake County Standard Metropolitan Area and Cary Township, indicates that of the 1,968 workers residing in Cary Township 91.1% work in the Raleigh-Wake County Standard Metropolitan Statistical Area (SMSA). Moreover, more than half of these workers commute to work in the City of Raleigh. Of the thirty-seven percent indicated in the census reports as working in Wake County, approximately nine percent may be said to work within or near Cary Township.<sup>2/</sup> Thus, only some 28% of the total number of workers in the Raleigh-Wake County SMSA work outside of Raleigh and Cary Township.

<sup>1/</sup> Several studies utilizing regression models have indicated that population increase is correlated positively with the factors of access, presence of certain utilities, quality of developable land, utility rates, tax rates and the level of municipal services rendered in an area.

<sup>2/</sup> 92 individuals walked to work while 88 worked in their homes at the time of the census.

## RESIDENTIAL MOBILITY



TABLE 7 PLACE OF WORK OF ALL WORKERS IN THE RALEIGH -

## WAKE COUNTY SMSA AND CARY TOWNSHIP

	Total SMSA	Percent	Cary Twp. 1/	Percent
All workers	62,694	100.0	1,968	100.0
Workers working in SMSA	56,259	89.7	1,792	91.1 2/
Raleigh	41,206	65.7	1,062	53.9
Outside City in Wake County	15,053	24.0	730	37.1
Outside SMSA	3,025	4.8	146	7.4
Not Reported	3,412	5.4	30	1.5

1/ Raleigh Tract Census 035 is used here as it is approximately equivalent to Cary Township.

2/ These are not exclusive categories, thus the percentages will total more than 100%.

TABLE 8 RESIDENTIAL MOBILITY: WAKE COUNTY, RALEIGH AND CARY TOWNSHIP

Residence in 1955 of	Cary Twp. 1/	Percent	Raleigh	Percent	Wake Co.	Percent
Persons 5 yrs. old or over in 1960	4,396	100.0	84,474	100.0	150,496	100.0
Same house as in 1960	1,693	38.5	33,458	39.8	61,491	40.8
Different house in U. S.	2,674	60.8	48,087	56.9	83,821	55.7
Central City of SMSA	556	12.9	21,061	24.9	25,981	17.3
Other Part of SMSA	855	19.4	5,409	6.4	26,092	17.3
Outside SMSA	1,253	28.5	21,617	25.6	31,748	21.1
North and West	103	2.3	2,707	3.2	3,553	2.3
South	1,150	26.2	18,910	22.4	28,215	18.7
Abroad	25	- - -	811	- - -	1,062	- - -
Moved, Residence in 1955 not given	4	- - -	2,118	- - -	3,672	- - -

Source: Compiled from U. S. Bureau of Census,  
1960 Raleigh Census Tracts.

U. S. Censuses of Population and Housing:

1/ Raleigh Census Tract 035 is used here as it is approximately equivalent to Cary Township.



Table 8, Residential Mobility: Wake County, Raleigh and Cary Township, indicates that of those people 5 years old and older in 1960 only 28.5% lived in the same house in 1960 as in 1955. Approximately one third of these individuals moved to Cary from within the SMSA, while another 29.0% moved to Cary from outside the County. In connection with this, Table 9 presents data on new residences in Cary Township. Almost one half of the residential structures in Cary were built after 1955. These and other factors previously mentioned give weight to the notion that Cary's population growth is recent and of a suburban type.

The estimation of the future population on the basis of past trends is fraught with hazard. In general, the smaller the area and the longer the time period over which an estimate is made, the more difficult it is to achieve an accurate estimate of the future population.

Several methods may be used for the estimation of the future population, however, all methods build on the assumption (untenable in the present instance) that a trend can be discovered in the past data. The amount of fluctuation in the rates of growth both for the Township and the County is overwhelming. Such fluctuation gives only short run increases and decreases that serve to exaggerate attempted estimates of the future population, bases on past trends.

## THE FUTURE POPULATION





TABLE 9 NEW RESIDENCES IN CARY TOWNSHIP 1/

Year Structure Built	Number	Percent
1955 - 1960	462	44.4%
1950 - 1954	172	16.5
1940 - 1949	156	15.0
1939 and before	251	24.1
Total	1,041	100.0

Source: U. S. Bureau of Census. U. S. Censuses of Population and Housing: 1960 Raleigh Census Tracts.

1/ Raleigh Census Tract 035 is used here as it approximates Cary Township.



An alternative method of estimating the future population examines the relationship of Wake County to the Town and Township. The County is a sufficiently large area, such that it is relatively unaffected by local and short run effects. A Wake County population estimate was made available by the Research Triangle Institute. By taking ratios of the Cary Town and Cary Township population totals to the Wake County population total for several decades (1900-1960) and plotting these ratios, a trend line describing the relationship of Cary and Cary Township to Wake County may be approximated. This trend line was charted and extended into the future by the least squares method (See Charts 6 and 7) and ratios read from this chart for the Cary Town population total as a ratio of the Wake County population total. This procedure was also followed for the Township, resulting in ratios representing the Cary Town and Cary Township share of the future Wake County population. The total population thus estimated for the Town of Cary in 1980 is 12,756 individuals, and the total population for Cary Township (including the town) in 1980 is 14,101 individuals (See Table 10).



CHART 6

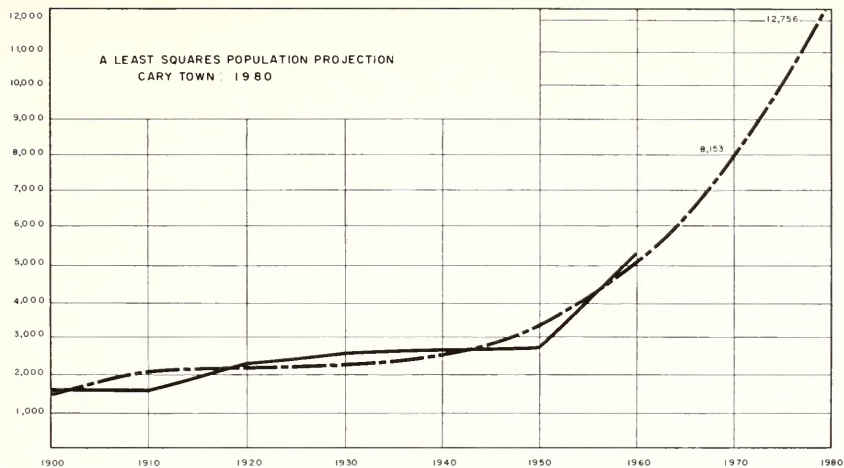


CHART 7

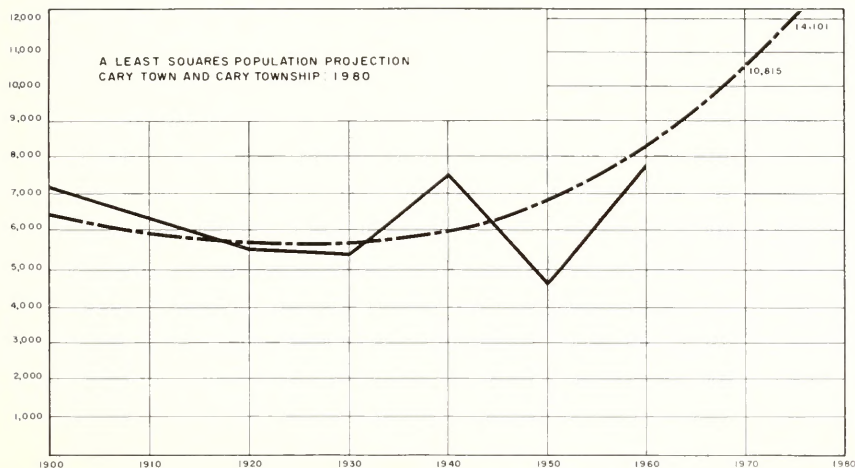




TABLE 10 THE FUTURE POPULATION OF CARY TOWN AND TOWNSHIP

	Cary Town	% Increase	Cary Township (Excluding Cary Town)	% Increase	Total (Including Cary Town and Cary Township)	% Increase
1960	3,356	132.9	1,670	+84.9	5,026	114.0
1970	8,153	142.9	1,662	- .5	10,815	115.2
1980	12,756	56.6	1,545	-23.6	14,101	30.4

Source: DCP Estimate





### III economy



Only an intensive and expensive research effort can analyze Cary's economy in the depth necessary for accurate knowledge of future economic growth potential or knowledge of the present state of Cary's economy. Thus, where a report is based on data not resulting from such a study, but merely on data abstracted from the few published statistical sources that exist for a Town of Cary's size, it naturally forms an inadequate basis for highly precise statements. The Census of Manufacturing and the Census of Business, the primary and almost the only sources of systematic economic information on city economies, collects and publishes information only on cities of twenty-five hundred population and over as of the year of their survey. Cary did not meet this requirement in 1958. Thus, the following description is necessarily incomplete.

The economy of Cary is from one point of view, related to the economy of the Raleigh-Wake County Economic Area, North Carolina, and more distantly to that of the nation. On the other hand, Cary's economy is related to population growth within the Cary area. Specifically, economic growth may occur either in Raleigh or Cary; population increase as a result of such economic growth may occur in Raleigh, Cary or other nearby areas. A large proportion of the additional expenditures brought into the entire area by this population increase, however, will occur in the Raleigh stores. This increase in expenditures will cause some economic growth which again will cause population increases. What proportion of the increased population will settle in Raleigh? What proportion in the periphery? What proportion of their income



will the Cary residents spend outside of Cary? The difficulty attached to formulating answers to these questions is considerable.

The dynamics of the population and the dynamics of the economy are related through the individual - his income and income producing efforts. While it is only possible here to speculate on the exact nature of the relationship, it is fairly obvious that the location of an industrial firm within a community means more people working and more spendable income in the community. This available spendable income will serve as incentive for various kinds of establishments to compete for the consumer dollar and hire more people in their competitive efforts.

The age group fourteen years old and over is generally considered available for employment. However, not all of those fourteen years old and over are available for employment, or may be considered to constitute the potential labor force (Table 11 Characteristics of the Labor Force) in North Carolina, Wake County, Urban Places in North Carolina, Raleigh and Cary, indicates that a large proportion of Cary's people fourteen years of age and older are actively participating in the labor force. Also, a larger proportion of the Cary labor force is employed. When one remembers that a large proportion of Cary's people work in Raleigh, the higher unemployment rate in Raleigh (5.2% in Raleigh as compared with 1.3% in

## ECONOMIC FACTORS

## OCCUPATION AND THE LABOR FORCE



Table 11 CHARACTERISTICS OF THE LABOR FORCE IN NORTH CAROLINA, URBAN PLACES IN  
NORTH CAROLINA, WAKE COUNTY, RALEIGH AND CARY TOWN

	Individuals 14 yrs. of age & over	Civilian Labor Force	Number of Employed	Employed as a % of those 14 yrs. & over	Employed as a % of those in the Labor Force	Unemployed
State of North Carolina	3,118,526	1,680,442	1,605,478	51.5	95.5	4.5
Male	1,517,805	1,081,220	1,042,511	68.7	96.4	- -
Female	1,600,721	599,222	562,967	35.2	93.9	- -
Urban Places in North Carolina	1,264,897	745,709	710,671	56.2	95.2	4.8
Male	585,051	444,351	427,456	73.0	96.2	- -
Female	679,846	301,358	283,215	41.7	93.9	- -
Wake County	119,864	65,789	63,742	53.2	96.9	3.1
Male	58,251	41,060	39,918	68.5	97.2	- -
Female	61,613	24,729	23,824	38.7	96.3	- -
Raleigh	69,560	38,691	37,516	53.9	94.8	5.2
Male	33,386	22,879	22,243	66.6	97.2	- -
Female	36,174	15,812	15,273	43.7	96.6	- -
Cary Town	3,384	2,026	1,960	57.7	98.7	1.3
Male	1,692	1,334	1,294	76.5	97.0	- -
Female	1,692	692	666	39.4	96.2	- -

Source: Compiled from U. S. Census of Population: 1960. General Social and Economic Characteristics,  
North Carolina by DCP.





Cary, See Table 11) becomes of interest. Previous analysis has suggested that Cary's people are of a class likely to have, or to be educated and/or skilled in special ways; thus, desirable employees. Such desirable employees are least likely to become unemployed.

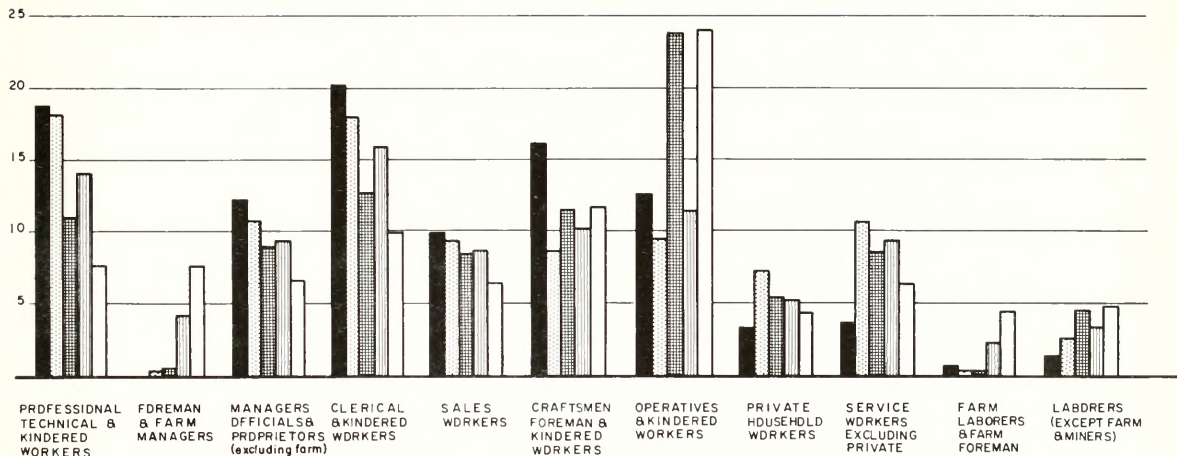
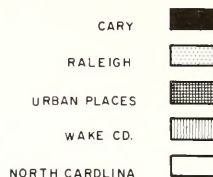
Chart 8, Proportions of the Labor Force in Each Occupational Group for Cary Town, Raleigh, Urban Places in North Carolina, Wake County, and the State of North Carolina in 1960, shows the proportions of the labor force which constitute each occupational group. Cary has more clerical, professional, crafts, and managerial workers than Raleigh. Cary closely parallels Raleigh in the distribution of the labor force in the various occupational groups as Cary and Raleigh show high proportions of the labor force in similar occupational groups. There are two exceptions to this observed similarity. Cary has more crafts workers and Raleigh has more workers in service type occupations.

A similar comparison was made in Chart 9 using Cary, Fuquay Springs, Garner and Wake Forest. This chart indicates that while Cary has a large proportion of its labor force involved in clerical and kindered occupations, Garner had an even greater proportion of its labor force in this occupational group. Fuquay Springs has a considerably greater proportion of the population involved in professional type work than Cary. More managerial personnel and more craftsmen reside in Cary than any other place considered.



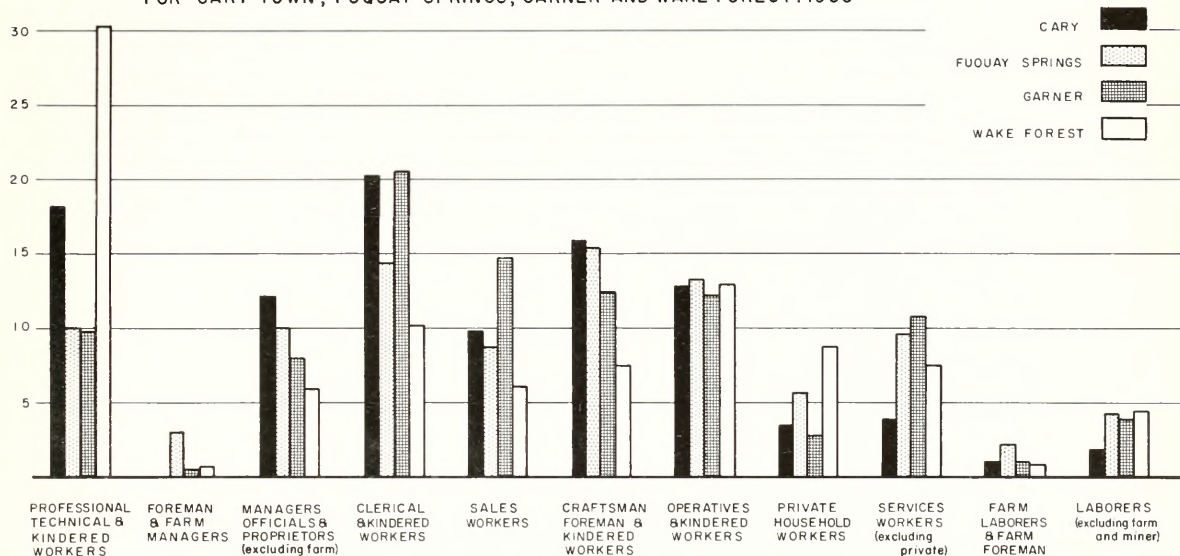
# CHART 8

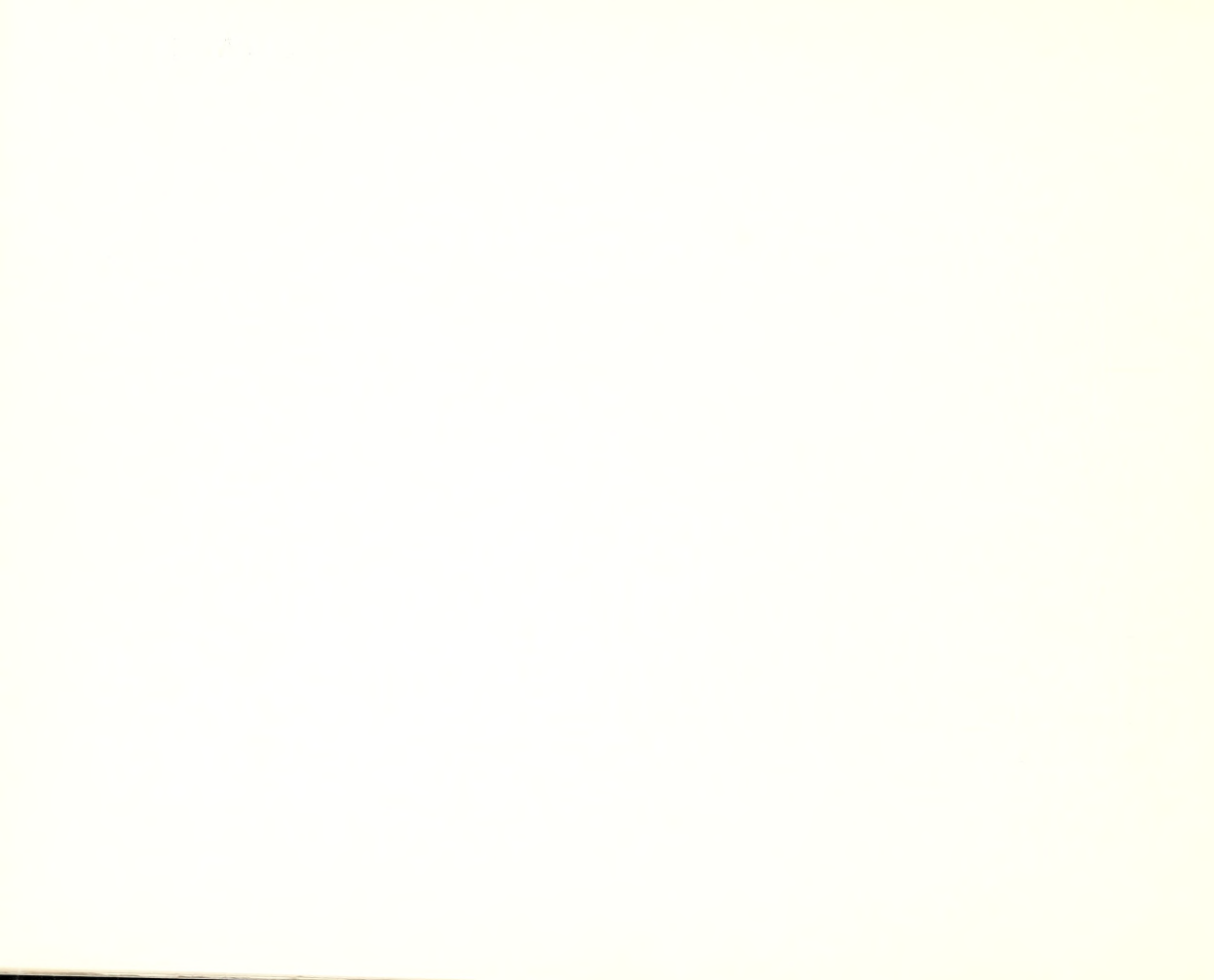
RELATIVE PROPORTIONS OF THE LABOR FORCE IN EACH OCCUPATIONAL GROUP FOR CARY, RALEIGH, URBAN PLACES IN NORTH CAROLINA, WAKE COUNTY AND THE STATE OF NORTH CAROLINA : 1960





PROPORTIONS OF THE LABOR FORCE IN EACH OCCUPATIONAL GROUP  
FOR CARY TOWN, FUQUAY SPRINGS, GARNER AND WAKE FOREST: 1960





## INDUSTRY GROUPS AND THE LABOR FORCE

When the labor force is reclassified by the kinds of establishments for which people work, (as contracted with the kinds of work done as above) a somewhat different picture emerges. The State of North Carolina shows, as might be expected, a large proportion of its population involved in agriculture (See Chart 10). A relatively large proportion of the Cary population is found to be involved in construction. This may, in part, be a function of the great amount of construction currently being carried on in Cary and the surrounding area. Certainly it is an indication that the Cary-Raleigh-Wake County area is building rapidly. The relative lack of durable manufacturing establishments in which individuals in Cary, Raleigh, and Wake County find employment, as compared with the other places considered, is noticeable. A large proportion of Cary's people are involved in transportation work (including communications, etc.). The proportions of the labor force in Cary, Raleigh, Urban Places in North Carolina and Wake County who work in wholesaling exceeds slightly the number engaged in this type of work over the state. This is probably a function of the fact that wholesaling activities are found in Urban Areas, such as the Raleigh Standard Metropolitan Statistical Area.

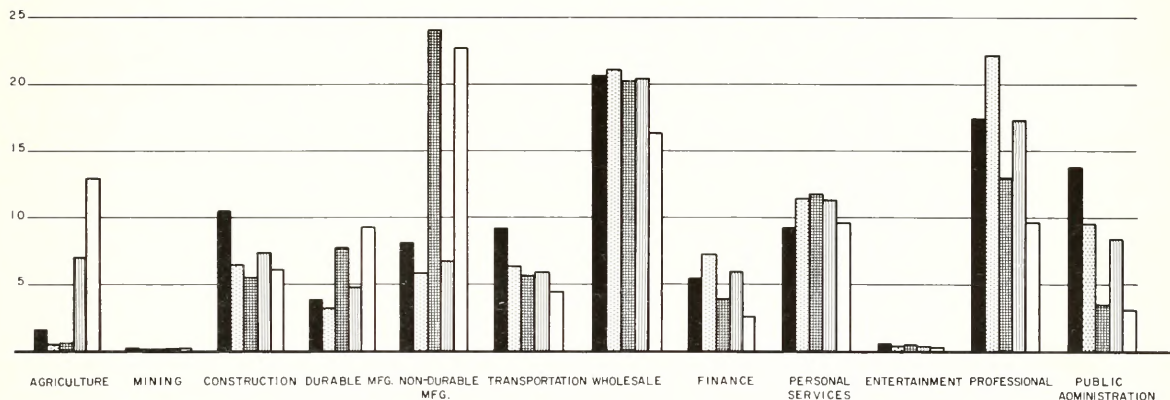
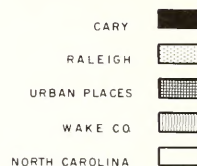
Another comparison of economic activities appears in Chart 11, The Relative Proportions of the Labor Force Classified in Various Industrial Groups: Cary, Fuquay Springs, Garner, and Wake Forest. In this comparison, one notes the relatively small proportions of Cary's population involved in agriculture, mining, durable goods, finance and





# CHART 10

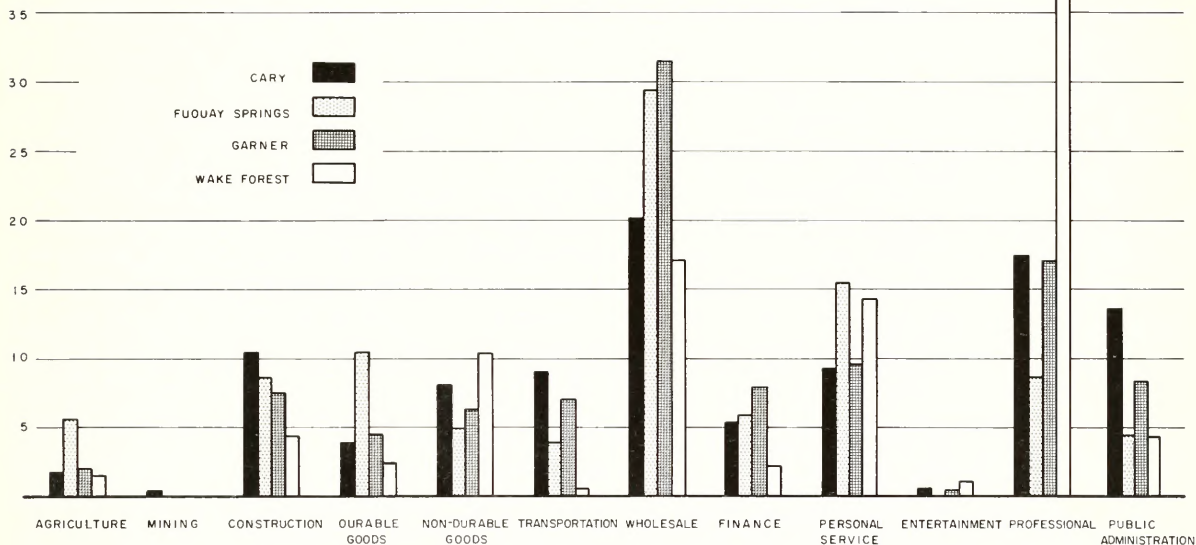
RELATIVE PROPORTIONS OF THE POPULATION CLASSIFIED IN VARIOUS INDUSTRIAL GROUPS ; CARY, RALEIGH, URBAN PLACES IN NORTH CAROLINA, WAKE COUNTY AND THE STATE OF NORTH CAROLINA





# CHART 11

RELATIVE PROPORTIONS OF THE POPULATION CLASSIFIED IN VARIOUS INDUSTRIAL GROUPS: CARY, FUQUAY SPRINGS, GARNER AND WAKE FOREST





entertainment; the moderate proportion of the people involved in nondurable manufacturing, transportation, (including communications) and personal services; and the relatively large proportion of the population involved in construction, wholesaling and professional services and public administration work. In fact, Cary exceeds the other places considered in construction transportation (including communications) and public administration work. This occupational distribution of the Cary labor force is entirely consistent with the notion that Cary is a suburban community of a larger city nearby.

Table 12, Women in the Labor Force, shows that Wake County, the City of Raleigh and Cary Town have slightly higher proportions of women in the labor force than in the other places considered. There is also a significantly lower rate of unemployment in Cary for those women who are in the labor force. One notes also that a relatively higher percentage of the women in Cary's labor force are married, and live with their husband and a child (or children) under six years of age. Table 13 indicates that a relatively large percentage of Cary's married couples have their own household and children. A high percentage of these family units have husbands who are less than forty-five years of age.

## WOMEN IN THE LABOR FORCE



Table 12 WOMEN IN THE LABOR FORCE

	State of North Carolina		Urban Places in the State of North Carolina		Wake County		City of Raleigh		Cary Township (Tract 035)	
		%		%		%		%		%
Females 14 Yrs. of Age and Over	1,600,721	100.00	679,846	100.00	61,613	100.00	36,174	100.00	1,692	100.00
In the Labor Force	600,051	37.5	301,405	44.3	24,729	40.3	15,812	43.8	692	40.9
In the Labor Force Married and With Husband Present	376,148	62.7	172,670	57.3	14,682	59.3	8,236	51.9	517	75.0
Who have Children Less Than 6 Yrs. Old	335,504	55.9	45,153	15.0	4,063	16.4	2,104	13.3	16.9	24.5
Not in the Labor Force	1,000,670	62.5	378,441	55.7	36,884	59.7	20,362	56.2	1,000	59.1
Employed	562,967	93.8	283,215	94.0	23,824	96.2	15,273	96.6	666	96.6
Unemployed	36,255	6.2	181,143	6.0	897	3.8	535	3.4	26	3.8





Table 13 WOMEN HUSBANDS AND CHILDREN

	State of North Carolina		Urban Places in the State of North Carolina		Wake County		City of Raleigh		Cary Township (Tract 035)	
		%		%		%		%		%
Percent of Married Couples of Total Population		21.4		21.6		21.2		20.3		25.3
Number of Married Couples	973,771	100.0	388,739	100.0	35,825	100.0	19,074	100.0	1,293	100.0
Own their own Households	942,168	96.8	378,969	97.5	35,034	97.7	18,731	98.2	1,280	99.8
Have Children less than 18 yrs. of age	609,061	62.5	234,329	60.3	22,135	61.8	11,237	58.9	90.3	69.8
Children less than 6 yrs. of age	336,309	34.5	131,427	33.8	12,768	35.6	6,509	34.1	539	42.0
Husband less than 45 yrs. of age	548,287	56.3	226,090	58.1	21,525	60.1	11,424	59.9	913	71.2
Total Population	4,556,155	100%	1,801,921	100%	169,082	100%	93,931	100%	5,107	100%



Because of the unavailability of data only a partial analysis of unemployment is possible. Table 14, Unemployment by Occupation Group, shows that the largest proportions of unemployed in Urban Places in North Carolina, and in Raleigh are farm laborers, and foremen.<sup>1/</sup> Large numbers of unemployed are also to be found in the classification "laborer". This occupational classification generally, as in the present instance, constitutes the largest unemployed group relative to the total number of persons unemployed. (See Table 14).

Table 15, Unemployed in each Occupational Group, shows the total number unemployed for all occupations and ranks the occupation groups relative to one another in terms of the amount of the total unemployment to be found in each group.<sup>2/</sup> The foregoing classification as portrayed in Table 14, indicated the proportion unemployed of the total workers habitually engaged in each occupation.

<sup>1/</sup> This classification is perhaps misleading as information received from the North Carolina Employment Security Office shows that while a great many farmers are unemployed, most foremen, at least in the places considered, are employed. Farm laborers have gravitated from rural areas to the cities and swell the ranks of the unemployed. The classification of farm laborers with foremen obscures the true situation.

<sup>2/</sup> Table 15 shows the same information as Table 14, but as the occupation group proportion is based on the total unemployment in all groups it is possible to rank the occupations in the latter.



Table 14 UNEMPLOYMENT BY OCCUPATION GROUPS

	State of North Carolina	Percent Unemployed	Urban Places in North Carolina	Percent Unemployed	Wake County	Percent Unemployed	City of Raleigh	Percent Unemployed
Professional								
Employed	234,496		141,085		14,730		13,352	
Unemployed	2,227	.9	1,196	.8	82	.6	13	.1
Total	236,723		142,281		14,812		13,365	
Farm Managers								
Employed	124,407		20,225		2,664		63	
Unemployed	1,089	.9	71	.4	40	1.5	- - -	0
Total	125,496		20,296		2,704		63	
Clerical								
Employed	225,140		147,939		15,426		10,041	
Unemployed	7,089	2.7	4,044	2.7	64	.4	4	.04
Total	262,229		151,983		15,490		10,045	
Craftsmen								
Employed	585,929		246,600		13,613		6,721	
Unemployed	31,922	5.2	14,241	5.5	132	1.0	95	1.4
Total	617,851		260,841		13,745		6,816	
Household Workers								
Employed	70,995		38,189		3,222		1,829	
Unemployed	4,504	6.0	2,764	6.8	116	3.5	101	5.2
Total	75,499		40,953		3,338		1,930	
Service Workers								
Employed	104,730		60,549		5,792		4,050	
Unemployed	5,528	5.0	3,277	5.1	218	3.6	91	2.2
Total	110,258		63,826		6,010		4,141	
Farm Laborers and Foremen								
Employed	73,805		2,424		1,493		98	
Unemployed	5,591	7.0	914	27.4	334	1.8	21	17.7
Total	79,396		3,338		1,827		119	
Laborers								
Employed	80,973		33,423		2,267		1,103	
Unemployed	8,149	9.1	4,041	10.7	191	7.8	46	4.0
Total	89,122		37,464		2,458		1,149	



Table 15 UNEMPLOYMENT IN EACH OCCUPATIONAL GROUP

	State of North Carolina		Urban Places in North Carolina		Wake County		Raleigh		Cary
Total Unemployed	74,694		35,138		2,039		456		16
Total Experienced Unemployed	55,594		33,466		1,930		439		--
New Unemployed	21,100		1,672		109		17		--
	%	Rank <u>1/</u>	%	Rank	%	Rank	%	Rank	Rank
Professional	4.2	2	3.6	3	4.3	3	3.0	2	1
Farm Managers	2.0	1	.2	1	2.1	1	--	--	--
Clerical	13.3	6	12.1	6	3.3	2	.9	1	2
Craftsmen	59.7	8	42.6	8	6.9	5	21.7	6	3
Private Workers	8.4	3	8.3	4	6.0	4	23.0	7	5
Service Workers	10.3	4	9.8	5	11.3	7	20.7	5	4
Farm Laborers	10.5	5	2.7	2	17.4	8	4.8	3	6
Laborers	15.2	7	12.1	6	9.9	6	10.5	4	7

1/ The ranked percents are easily derived from census information for each of the above areas with the exception of Cary. The rank percent of unemployment for Cary was estimated by Mr. Robert H. Drew, Employee Relations Supervisor, of the local Employment Security Commission Office, having jurisdiction over Wake, Johnston and Franklin Counties.





While no data is reported on unemployment in Cary by the U. S. Bureau of the Census, by using a ranking of the occupations based on the incidence of unemployment for each occupation by residence of worker, some comparison is possible. Thus, while the actual amounts of unemployment are not precisely known for Cary, an approximate picture may be derived by comparing the relative ranks of unemployment for each occupational group in North Carolina, Urban Places in North Carolina, Wake County, Raleigh and Cary.

Wake County, Raleigh and Cary rank low in unemployment for people involved in clerical and kindered work, while the State of North Carolina and Urban Places in North Carolina show high rates of unemployment for this category. This, one may assume, is a reflection of the urban character of Wake County, Raleigh, and Cary, dominated as this area is, by the governmental office work carried on in Raleigh and the retail services and service workers to be found there. Another interesting comparison emerges when one notes that in the case of private workers in the homes (maids, etc.,) Raleigh and Cary show high levels of unemployment, while the State of North Carolina, Urban Places in North Carolina and Wake County show significantly lower rates of unemployment in this category. This may be a function of the fact that this work is usually carried on by Negro females. Cary's population contains a relatively small proportion of Negro females. Both the white and Negro residents are, considered from another point of view, largely middle class home makers, who stay at home keeping their own house.



Thus, there are few females in Cary who habitually engage in this kind of work to become unemployed. Of those that do habitually engage in this kind of work, in Cary or Raleigh, this occupation may give little chance for employment. One other factor need be considered. Since this occupation requires almost no skill, it is the easiest to enter. A large proportion of the female population enters this category in time of need working (by choice) sporadically. Especially is this category entered by those traveling into Raleigh from nearby destitute rural areas.

The increase in population in the Cary-Raleigh-Wake County Area has gone along with an increase in the number of people to be found in construction. However, Raleigh ranks higher in unemployment in construction than Cary does. This may be related to the supersaturation of population in the Raleigh area, while Cary remains relatively open and developable. These people are not only building in Cary, for example, rather than Raleigh, but also the builders or construction workers may have their residences outside of Raleigh, perhaps in Cary.

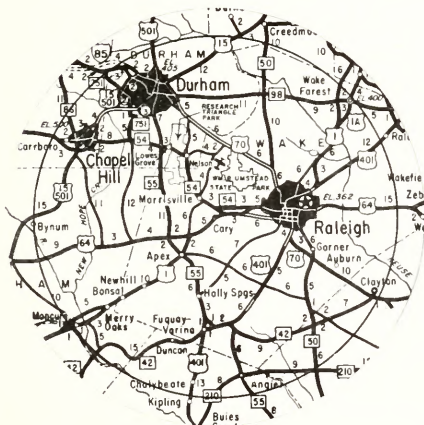
The North Carolina Employment Security Commission has made an estimate of the amount of recruitable labor in Cary and in the surrounding area.

## AVAILABLE LABOR



According to their estimate, approximately 7,165 workers are available for employment within a twenty mile radius of Cary (See Chart 12). It is further estimated that approximately five percent of this total falls into the skilled category (See Table 16, The Distribution of Available Workers by Race and Sex).

Chart 12 CARY'S LABOR FORCE AREA



Source: Employment Security Commission of North Carolina.  
Bureau of Employment Security Research,  
Raleigh, North Carolina.



TABLE 16 DISTRIBUTION OF AVAILABLE WORKERS BY SELECTED CHARACTERISTICS

	Total	White		Other	
		Male	Female	Male	Female
Total Estimate of Available Workers <u>1/</u>	7,165	2,120	3,020	830	1,195
Skilled	350	185	130	30	5
Semiskilled	1,445	440	555	180	270
Trainable for Production Jobs Demanding Skill Development	5,370	1,495	2,335	620	920

Source: Employment Security Commission of North Carolina, Bureau of  
Employment Security Research, Raleigh, North Carolina.

1/ Definition of "Available Labor": Those persons available for a production job in industries which afford wages and working conditions equal to or slightly better than the present industrial pattern of the area. Only those persons who possess production job skills and persons under 45 years of age who are trainable for production jobs are included. Recruitment would be from such groups as: (1) The unemployed and under-employed (2) Housewives available if job opportunities existed (3) Workers now commuting outside of the area who prefer local employment (4) Youths expected to join the labor force; and (5) Other lesser segments of the labor force.





Table 17 EXPERIENCED WORKERS-BY INDUSTRY

Industry	Skilled	Semiskilled
Textile	125	415
Apparel	30	105
Machinery-Electrical & Non-electrical	60	210
Electronics	55	110

Source: Employment Security Commission of North Carolina  
Bureau of Employment Security Research  
Raleigh, North Carolina

Considered as to race and sex, most skilled workers are white and male. Of these workers with previous experience, most are skilled and/or could learn skills useful in Textiles. Additionally, approximately seven hundred high school graduates are expected to enter the labor force this year in the Cary Area.

The North Carolina Department of Tax Research in a special report published in April of 1958, indicated that between 1947 and 1956, the amount of money paid in wages and salaries by manufacturing firms in Wake County, North Carolina, more than doubled.<sup>1/</sup> Per capita wages and salaries resulting from Manufacturing in Wake County have almost doubled.

1/ State and County Growth in Per Capita Wages and Salaries from Manufacturing for the Period 1947-56. North Carolina Department of Tax Research, April 11.

#### INCOME — WAGES AND SALARIES



The per capita personal income for Wake County in 1958, (as indicated in another special study done for past Governor Luther H. Hodges, by H. C. Stansbury of the Tax Research Division, State of North Carolina, Department of Revenue) was approximately \$1,698/per capita.<sup>1/</sup>

The weekly wage payments for workers covered under the Employment Security program for selected counties is given in Table 18, Weekly Wage Payments for Workers Covered under the Employment Security Law of North Carolina. One immediately notes that the metropolitan counties show a higher average wage than the non-metropolitan counties. The average weekly wage of the metropolitan counties considered is \$76.32, while the average weekly wage for the non-metropolitan counties is \$57.37. The average weekly wage for the counties immediately adjacent to Wake County is \$56.00, while the average weekly wage paid in Wake County is \$73.51, a significant difference.

<sup>1/</sup> A Special Study by H. C. Stansbury, Tax Research Division, State of North Carolina, Department of Revenue.



TABLE 18 WEEKLY WAGE PAYMENTS FOR WORKERS  
COVERED BY THE EMPLOYMENT SECURITY LAW OF NORTH CAROLINA

County	Average Wage Per Week (in \$)
*Buncombe	69.27
Chatham	52.37
Durham	71.81
*Forsyth	83.99
Franklin	50.29
Granville	52.06
*Guilford	75.72
Harnett	54.03
Johnston	51.68
*Mecklenburg	83.63
Nash	59.80
*Wake	73.51

Source: North Carolina Insured Employment and Wage  
Payments, 1960. Employment Security Commission  
of North Carolina, Bureau of Research and Statistics.  
Raleigh, North Carolina, 1960.

\*Metropolitan Areas



Information regarding family income is presented in Charts 13 and 14. Analysis of Chart 14, Selected Categories of Income for Wake County (excluding Cary and Raleigh), Raleigh and Cary, shows that Cary Town has a higher median family income than either Wake County (excluding Raleigh and Cary) or Raleigh. The median income for Cary is \$6,065 and the median income for Raleigh is \$5,586. Additionally one notes from the graph on Chart 15 that more people are to be found in the very high and the very low income classes in Raleigh than in Cary.<sup>1/</sup> This finding may be interpreted to indicate that the bulk of Cary's population falls into the solid middle class. The telephone company reports on the increase in the number of telephones as given below.

Estimated Increase in Telephones

1940	1950	1960	1962
7.1	40.6	74.4	76.5*

Source: \*DCP estimate on the basis of the information supplied by the Southern Bell Telephone Company.

The Southern Bell Telephone Company estimates that a family must have an income of \$3,000.00 before the family installs a telephone. A telephone is termed by this company a "middle class luxury". This increase in telephones implies an increase in the number of middle or upper class people. However, the U. S. Census shows a paucity of high income families. Thus Cary is middle not upper class.

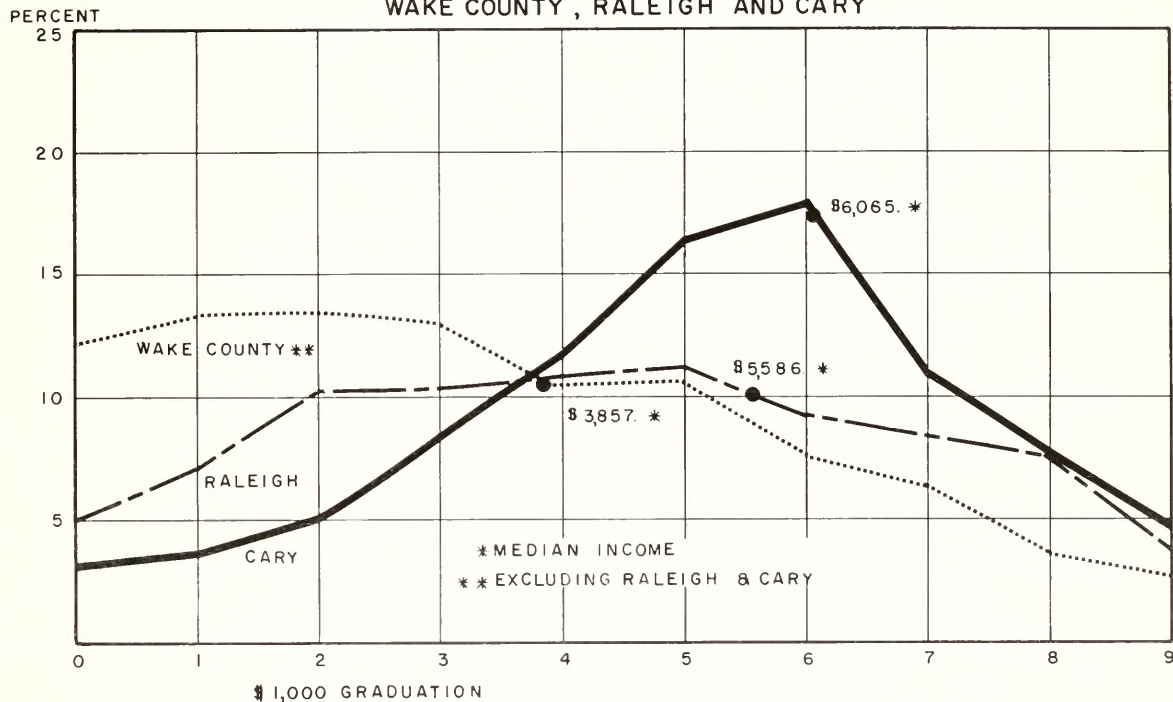
<sup>1/</sup> The distance of the line from the base of the graph indicates the percentage of the population at the particular income level denoted on the base line.





# CHART 13

## SELECTED CATEGORIES OF INCOME WAKE COUNTY, RALEIGH AND CARY





Additionally, the income distribution curve for Cary is sharply peaked at the median point, indicating that the largest proportion of Cary's people have about the same moderate family income. Raleigh's income distribution curve, however, is well spread out, i. e., there are many families in each of the various income groups both high, low, and middle.

A similar type of comparison is presented in Chart 14, Selected Categories of Income in Cary, Fuquay Springs, Garner and Wake Forest. Here it is again noted that Cary has the highest average family income. Also Cary again shows a smaller proportion of families in the lower income groups. Garner's income distribution most nearly parallels that of Cary. However, Garner's income distribution shows two distinct peaks, with the median an intermediate low point between the peaks, as compared with Cary's single peak near the median of the distribution. While Cary shows a solid middle class type of income distribution, Garner's two peaks, should they become farther separated, would give Garner a two class social structure. Here one also finds the highest proportion of family income groups in the upper income classes as compared with the other places considered.



# CHART 14

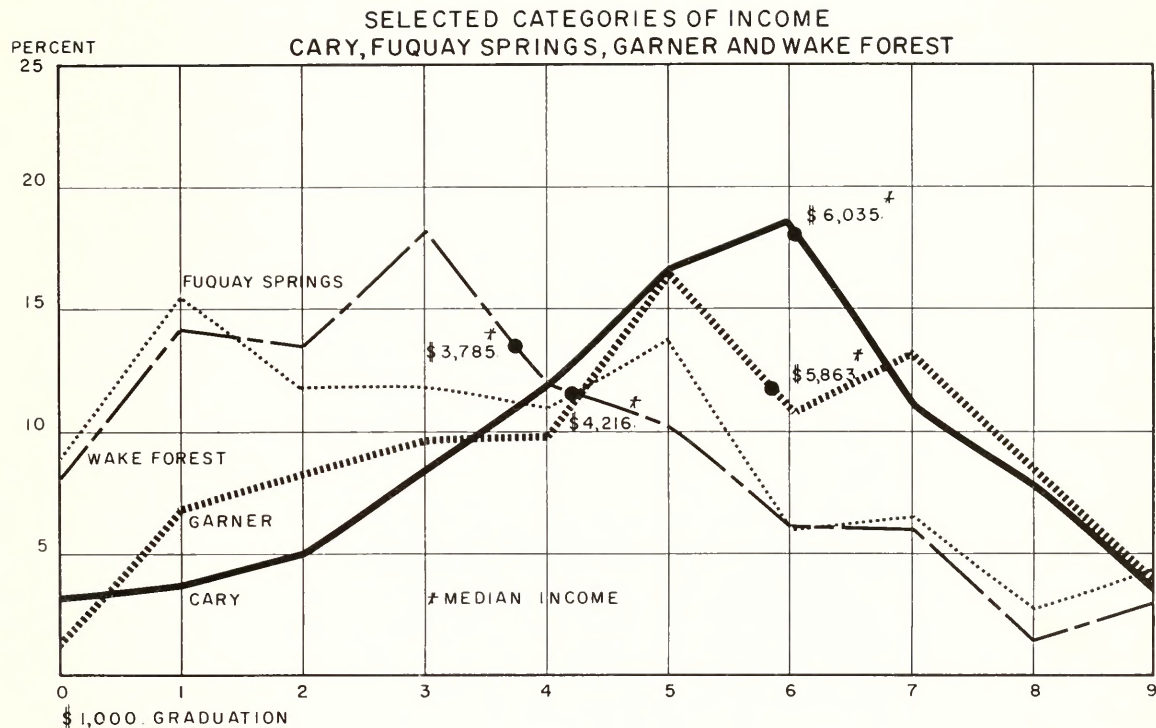




Table 19, Types of Income, presents an analysis of the types of Income received by place. It is significant that of the total population (males and females) that only 57.6% of the Cary population receives any income. This is less than any other place considered. In view of the low rate of unemployment in Cary, this seems indicative of the fact that while some married women work, many women in Cary choose to be homemakers. Also, it is to be noted that less of this income is received from self employment; most of Cary workers work for wages.

The Town of Cary is located in Wake County just outside the City of Raleigh, the location of the administrative offices of the State of North Carolina. The economic dominance of this capital city determines the size and type of economic development which may occur in Cary. While this is in general true, it also means that Cary will share in whatever economic progress the City of Raleigh makes.

Although no data is available for Cary, figures are available from both the Census of Business for Raleigh, Wake County and Wake County excluding Raleigh. It is to be noted (See Table 20) that while the total number of retail establishments and the total gross receipts have increased over one hundred percent for Wake County excluding Raleigh. The yearly payroll and the number of workers has increased only sixty-five percent and thirty-four percent respectively. The greatest increase in

## TYPES OF INCOME

### BUSINESS retail business





Table 19 TYPES OF INCOME

	State of North Carolina		Urban Places in North Carolina		Wake County		City of Raleigh		Cary* Twp.	
		%		%		%		%		%
Total										
4 Yrs.										
Older	3,118,526		1,264,897		119,864		69,560		3,384	
With Income	2,216,631	71.1	954,222	75.4	86,560	72.2	51,599	74.1	1,960	57.9
Average Income	2,573		3,103		3,069		3,406		- - -	
Wages or Salary										
With Income	1,665,073	53.4	763,138	60.3	67,331	56.2	41,448	59.5	1,231	36.4
Average Income	2,565		2,952		2,956		3,209		- - -	
Self Employed										
With Income	344,878	11.1	86,152	6.8	11,642	9.7	4,759	6.8	191	5.7
Average Income	2,522		4,627		3,362		4,785		- - -	

\* Tract 035 used for Cary Township.



TABLE 20 RETAIL TRADE, RALEIGH AND WAKE COUNTY

	Year	Raleigh	Wake County	Wake County (Excluding Raleigh)
Total Number of Establishments	1958	495	767	250
	1954	391	546	123
% Increase		26.6	40.5	104.1
Total Receipts	1954	15,021	17,120	1,732
	1958	19,199	22,879	3,491
% Increase		27.8	33.6	101.6
Yearly Payroll	1954	4,269	4,789	409
	1958	5,932	6,638	675
% Increase		39.0	38.6	65.0
Number of Employees	1954	2,169	2,485	245
	1958	2,457	2,805	328
% Increase		13.3	12.9	33.9

Source: U. S. Bureau of the Census. Census of Business: 1954 & 1958, Selected Services North Carolina.

U. S. Government Printing Office, Washington, D. C. 1960.



retail sales for the county excluding Raleigh has been in sales by auto service stations and auto repair shops. This would indicate that the trend is toward a greater volume of business for each establishment.

#### wholesale business

An analysis of wholesale trade in Raleigh and Wake County (See Table 21) indicates that the number of wholesale establishments has increased in the County and in Raleigh, and in Wake County excluding Raleigh. While the increase in the number of wholesale establishments has been greater in the County (excluding Raleigh), wholesale sales have been less proportionately than in either Raleigh or the County as a whole. This is perhaps related to the lower payroll and decrease in the number of employees noted for those wholesaling establishments which are to be found in the County excluding Raleigh.

The number of manufacturing establishments and the capital expenditures of those establishments, that exist at present, in the County excluding Raleigh has declined slightly from 1954 to 1958, while the number of employees, the size of the annual payroll and the value added by manufacturing has increased. Thus, although the number of those manufacturing establishments that exist in Wake County outside Raleigh has decreased, those that remain have hired more people, paid their workers more in salary and have attained larger profits on their products. (See Table 22)

#### manufacturing



TABLE 21 WHOLESALE TRADE RALEIGH AND WAKE COUNTY

		1954	1958	<sup>%</sup> Increase 1954-1958
Wake County	Number of Establishments	268	302	12.7
	Yearly Payroll (in \$1,000)	11,817	17,496	48.1
	Sales (in \$1,000)	252,759	342,379	35.5
	Number of Employees	3,320	3,979	19.8
Raleigh	Number of Establishments	204	227	11.3
	Yearly Payroll (in \$1,000)	9,946	14,910	50.9
	Sales (in \$1,000)	203,599	283,154	39.1
	Number of Employees	2,527	3,315	31.2
Remainder of County	Number of Establishments	64	75	17.2
	Yearly Payroll (in \$1,000)	1,871	2,586	38.2
	Sales (in \$1,000)	49,160	59,225	20.5
	Number of Employees	793	664	-19.4

Source: U. S. Bureau of the Census. U. S. Census of Business: 1954 and 1958.Wholesale Trade, N. C. U. S. Government Printing Office, Washington, D.C. 1960.





Table 22 MANUFACTURING, RALEIGH AND WAKE COUNTY

		Number of Establishments	Number of Employees	Payroll (\$1,000)	Production Workers			New Capital Expenditures (\$1,000)	Value Added by Manufacture
					Number	Man Hours (in \$1,000)	Wages (in \$1,000)		
Raleigh-Wake County	1954	167	6,041	17,009	4,697	9,157	11,144	9,403	25,885
MSA	1958	178	7,095	24,065	5,050	9,719	14,341	2,771	50,357
Percent Change		6.2	17.4	41.5	7.5	6.1	28.7	-70.5	94.5
City of Raleigh	1954	61	2,384	7,701	1,555	2,956	4,299	528	12,718
	1958	77	2,878	10,605	1,880	3,741	5,952	1,809	21,610
Percent Change		20.8	20.7	37.7	20.9	26.5	38.5	24.5	69.9
Wake County-Raleigh	1954	106	3,657	9,308	3,142	6,201	6,845	8,875	13,167
	1958	101	4,217	34,600	3,170	5,978	8,389	962	28,747
Percent Change		-4.7	15.3	27.2	1.0	-3.6	22.6	-89.1	119.1

Source: U. S. Bureau of the Census. U. S. Census of Manufactures: 1954 and 1958

North Carolina Area Report

U. S. Government Printing Office, Washington, D. C., 1961



All of these data have been very gross in nature and have not borne directly on Cary but on the areas which include and dominate Cary's economic growth. Unless one may assume that Cary typifies the County excluding Raleigh, there is little direct relationship of the information that has been presented for Cary's economic situation.

Table 23 provides data collected from the Wake County Tax Rolls for Cary Township which concerns Cary somewhat more specifically. While the number of retail establishments for Wake County excluding Raleigh has shown some increase, this trend is contradicted by data collected from the Wake County Tax Rolls for Cary Township. The number of establishments classified as engaging in the sale of convenience items (which is comparable in most respects to retail business) is estimated to have increased moderately over the period 1947 to 1962. A pronounced increase in the number of establishments selling convenience items did occur, however, between 1957 and 1962.

Moderate but consistent increases are to be noted in establishments classified as engaging in wholesale business. This trend also appears in the data compiled for Wake County excluding Raleigh.

## BUSINESS IN CARY

### retailing

### wholesaling



Table 23 INCORPORATED ESTABLISHMENTS BY TYPE &amp; BY YEAR

		Insurance					
		Convenience	& Related	Manufacturing	Wholesaling	Construction	
Total	Establishments	Establishments	Establishments	Establishments	Establishments	Establishments	Other
		Percent	Percent	Percent	Percent	Percent	Percent
		of Total	of Total	of Total	of Total	of Total	of Total
1947*	19	47.1	15.8	5.3	15.8	5.2	15.8
1952	34	55.9	8.8	8.8	8.8	5.9	11.8
1957*	50	44.0	8.0	20.0	10.0	6.0	12.0
1962*	120	57.0	9.0	16.0	14.0	5.0	- -

Source: Compiled by DCP from the Wake County Tax Rolls.

\* Some establishments could not be classified as to type. There was one establishment in 1947, eight in 1957 and seven in 1962, which could not be classified.



## manufacturing

The number of businesses that might be classified "manufacturing" after increasing in number from 1952 to 1957 decreased slightly between 1957 and 1962. This may be a reflection both of the unavailability of certain desired utility services and of the availability of more desirable locations in other nearby areas.

Thus, retailing and wholesaling appear to be increasing at a moderate rate in the Cary area, while manufacturing appears to have stabilized.





**IV conclusion**



In concluding this section of the report, it seems pertinent to discuss certain aspects of Cary's economy which are tangentially related to other areas of life.

Cary, at present, is very much a suburban community but there are different types of suburbs. One kind has little or no industry. The residents in this kind of a suburb orient their living to a larger nearby more dominate urban community. While this kind of suburban community exists as a place of residence and a focal point for many kinds of socio-economic activities, the more important purchases and the more important social attractions are found in the larger city. Along with the development of this kind of "bedroom suburb" goes a high tax rate. The public services where there are few or no industries must, in large part, be financed out of the taxpayer's pocket.

Another kind of suburb is one that might be described as a "balanced suburban community". Here one finds that the nearby major city continues to be dominant, but there are enough industrial firms, enough retailing outlets and enough wholesaling outlets. People are employed in the locality in these economic areas. The suburban town thus continues to obtain its share of the existing State markets for these kinds of economic endeavors. The question remains: is this "balanced community" the Cary of the future?



Excessive amounts of industry or wholesaling will provide heavy burdens upon the utility and public service functions of the Town. Retailing outlets in such a situation must be prepared to provide highly attractive surroundings that will draw the consumer away from those advantages provided by the dominant city and its shopping centers. Extra effort will be needed especially for two reasons (1) The larger city offers certain social attractions which may be enjoyed on a shopping trip, and (2) The working shopper may attempt to achieve two purposes - - working and shopping - - in one trip.

Cary shows a high potential for population growth - - that may be realized in the future. The method used in estimating the future population in this report indicated that Cary's population would possibly approximate eight thousand people by 1970 and thirteen thousand by 1980.<sup>1/</sup> On the other hand, if the rate of increase that the Town of Cary has experienced over the past decade continues - - if people continue to find Cary a desirable place in which to live as they have over the last decade, then it is quite possible that instead of the leveling-off of the rate of population increase, that has been suggested in the foregoing, Cary's population will continue to increase to near eight thousand by 1970 and to more than eighteen thousand by 1980.<sup>2/</sup>

<sup>1/</sup> See Table 10

<sup>2/</sup> See Table 26 in the Appendix



This leads to an inquiry as to the nature of the community that is Cary's eventual destiny. It is perhaps unfortunate, but nevertheless true, that in the selection of a place of residence or even in the selection of a site for industry, people are prone to "judge a book by it's cover." The influence of community appearance thus becomes a factor of immeasurable importance to Cary's future. Through expert Town Planning attentive both to the provision of the necessary physical facilities and the esthetic appearance of the Town - - through the efforts of the politically responsible governmental decision makers and with enthusiastic citizen participation and cooperation, Cary's people may confidently move forward toward whatever the future holds.





## V appendix



The Relationship of the Growth of Population of the Town of Cary and Cary Township to the State of North Carolina, Wake County, and the City of Raleigh,<sup>1/</sup>

TABLE 24

The Growth Rate of Cary Town Correlated with the Growth Rate of	$s_r$	The Growth Rate of Cary Township Correlated with The Growth Rate of	$s_r$
North Carolina	-.8 <sup>2/</sup>	North Carolina	-.5
Wake County	+.5	Wake County	-.6
City of Raleigh	+.4	City of Raleigh	+.3
Cary Township	+.5	Cary Township	+.5

<sup>1/</sup> Spearman's rank order correlation coefficient ( $s_r$ ) is a rough indication of how two series correspond with one another. A value of +1.0 is perfect or complete correspondence, 0.0 is no correspondence, and -1.0 is perfect negative or reverse correspondence. The formula is as follows:

$$s_r = 1 - \frac{6 \sum D^2}{(N^3 - N)}$$

<sup>2/</sup> This is the only coefficient statistically significant at the .05 level (one-tailed test) and simply means that in asserting that Cary has not grown in a manner similar to that of the State of North Carolina on the basis of the information given we could expect to be wrong one out of every twenty times. Or, that a result of this kind (the series of data might actually be related) might occur by chance one time in every twenty.



Table 25  
CARY TOWN POPULATION INCREASE 1950 to 1980

Year	Population	Rate of Increase Over the Preceeding Decade
1950	1,446	26.7
1960	3,356	132.9
1970	7,816	132.9
1980	18,203	132.9

Source: Computed by DCP



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